

Case Study: Hello

Hello is a unique, unified and all-in-one platform that provides an immersive and holistic experience to its users by offering a combination of three major zones on the Internet: E-commerce, Entertainment and Social Media. The platform connected with Digital Aptech to create the three modules that will make up the unique platform

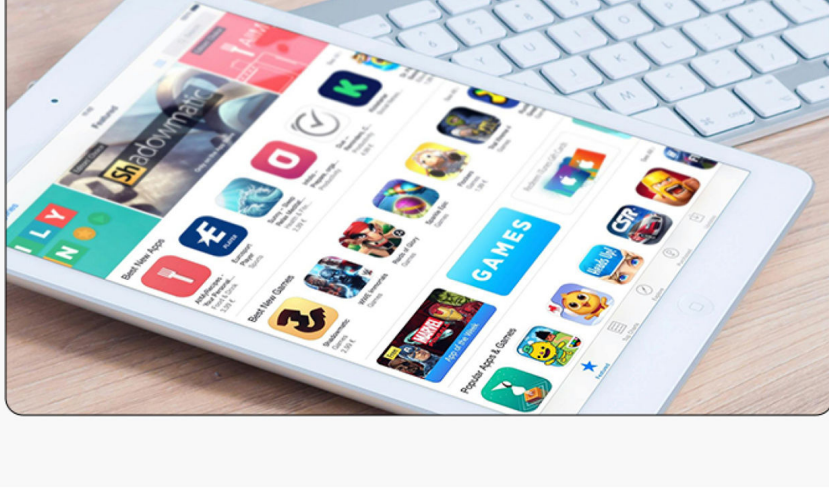
Avg. reading time: 2 min



Project Overview

- Digital Aptech and its team were to build all three major components of the brand that would offer E-commerce sales, OTT media entertainment and social media
- The E-commerce module would let users buy their favorite products online while the Entertainment section would let users watch their preferred shows and movies. The Social Media component will help users connect with and create a community

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Client Background

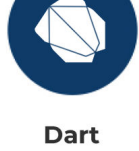
Hello is a one-point tech integration ecosystem designed to cater to all the major requirements of the digital-age customer. Users can access online shopping, seamless OTT entertainment and social connectivity



Challenges

- Setting up a perfect environment on Magento to accommodate the clients specific needs
- Configuring multi-vendor functionalities to ensure smooth business operations
- Addition of services module so vendors can assign services to themselves that they provide
- Creating a world-class mobile application based on REST API to set up a suitable user interface for end customers
- Creating a dedicated vendor dashboard for the vendors / service providers to manage their operations seamlessly

Technology Stack used



Dart



XCode



Android Studio



Bitbucket



Magento

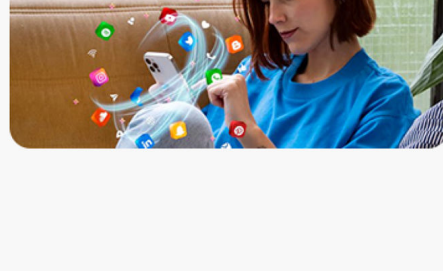


Flutter

The Solution Provided

Solution #1

A unified platform with a 360-degree approach including entertainment, social media and online sales of products



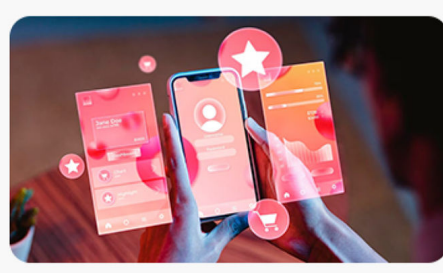
Solution #2

High-performing iOS and Android apps with stunning designs



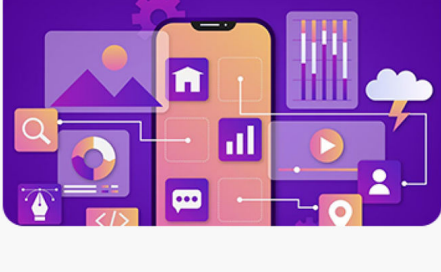
Solution #3

Product categorization and seamless inventory management



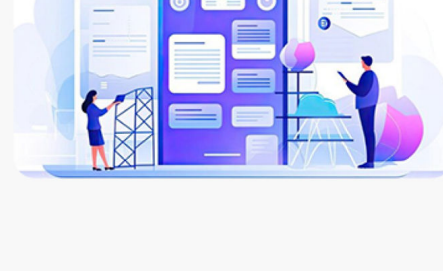
Solution #4

Classification of a wide range of products across multiple categories



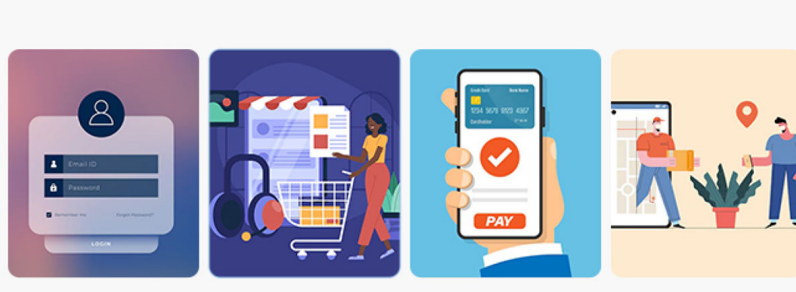
Solution #5

Easy-to-use interface and navigation to make it simple for customers



Key Features and Benefits

- Simple login and account creation
- Product search by category and add to cart option
- Online payment gateway supporting multiple online payments
- Option to track orders



The results

- Superior user interface and designs promoting customer experience
- A world-class app combining all three segments as requested by the client
- Fast, easy-to-use app with attractive visuals and navigation
- Highly secure mobile app with E-commerce, social media and OTT entertainment categories
- A secure and smooth online payment gateway with which users can buy products online in a safe way

Conclusion

- The operational efficiency and profit of the brand improved as it began to bring in new consumers through the new pp
- Global traffic to the business website witnessed much improvement with more online visibility
- The business managed to cater to more clients through its newly developed app
- Hello managed to improve its overall business and profit with reliable and cost-effective staff augmentation services
- The brand's credibility improved with the launch of dedicated business apps



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